

Send a
2c Stamp For a
Sample Cake



For your skin's sake we would like you to become acquainted with the soft delicacy and delightful cleansing qualities of this purest of transparent soaps. Distinctive in its elusive perfume, it imparts a creamy rich lather that makes its use a real treat.

No. 4711 White Rose Glycerine Soap

This perfect soap has been the choice of refined women for many generations—both here and abroad. And you, too, will find it best. At your druggist or dry goods store.

For the sample cake, send 2c stamp; or for 10c in stamps we will send you a package containing a sample cake of No. 4711 White Rose Glycerine Soap, a sample bottle of No. 4711 Bath Salts, and a sample bottle of No. 4711 Eau de Cologne.

MÜLHENS & KROPPF, Dept. F, 25 West 45th Street, New York



The Powder She Uses

is chosen—not simply because it looks fine and light in the box or feels fine between the fingers—BUT, because it proves its merit on the face, where the real test comes. You too, should use this fairy-scented Beautifier.

White, Pink, Peach, Cream
50c Everywhere

CARMEN Complexion Powder

blends so perfectly with the tones of the skin and adheres so closely that you never have to worry about it rubbing or blowing off, or falling under glaring light or perspiration. It is distinctly different.

STAFFORD-MILLER CO.
527 Olive St., St. Louis, Mo.

Are You a Summer Sneezer?

If you are, you will be particularly interested in this book, just published

HAY-FEVER Its Prevention and Cure

By W. C. HOLLOPETER, M. D.
Well-Known Specialist in Children's Diseases; Pediatrician to the Philadelphia General Hospital; Professor Emeritus of Pediatrics, Medical-Chirurgical College, etc., etc.

This book comes to you with the backing of authority behind it. It represents the results of years of study and the treatment of thousands of cases by the country's foremost experts. If you are a sufferer from hay-fever, or if you have a family, children being especially liable to this distressing malady, you should get this book at once and learn how to relieve the unpleasant symptoms and to prevent their recurrence. You need no longer dread vacation time, and can go to the mountains or into the country with impunity. Every doctor and nurse should own a copy.

Env., Cloth, 344 pages, \$1.25; by mail, \$1.37

Funk & Wagnalls Company, Dept. 703, N.Y. City

BANKING BY MAIL AT 4% INTEREST



YOU can open a Savings Account at 4% Compound interest with us no matter where you live. Our system of receiving deposits by mail brings this strong bank right to your door. Write for free booklet "P."

THE CITIZENS SAVINGS & TRUST CO.
CLEVELAND, O. CAPITAL & SURPLUS \$7,000,000.00
ASSETS OVER FIFTY-FIVE MILLION DOLLARS



10 Cents a Day

Free Band Catalog. Write for big 256-page Band Catalog. Rock-bottom direct-from-manufacturer's prices on all kinds of instruments. Pay at rate of a few cents a day. Generous allowance for old instruments. Free trial. We supply the U. S. Government. Write today. The Wurlitzer Co., Dept. 2376, 4th St., Cincinnati, O., & Wabash Av., Chicago.

If You Can Give Your Son Only One Gift, Give Him Enthusiasm

ALITTLE while ago I was in charge of a large organization of salesmen. My chief sent me to a Western city to appoint a manager for that territory.

There were two candidates. We had their records in detail, but we had never met either of them. I was to look them over, form my judgment, and appoint the better man.

I met one man in Cincinnati, the other in St. Louis.

The man in Cincinnati said to me: "What does this position pay?" I told him. "That is more than I am getting here," he said, "and I should like the job. Every man wants to better himself when he can."

The St. Louis man did not wait for me to arrive in the city. He found out on what train I was coming, rode out on the line, and surprised me by walking down the aisle of my car. He began to talk. He told me about himself, his training and his selling experience. He had drawn up plans in detail for the development of our territory: he told me how many men he expected to have working by the end of the year, and just how he thought he could increase our volume of business.

I had to hire him, finally, in order to get a chance to go to bed at night. And in his enthusiasm he forgot to ask me and I forgot to tell him what the salary would be.

The first man had wanted a better job, which is commendable enough. But I hired the man who was enthusiastic about the opportunity.

Napoleon's adversaries used to speak of him as "the 100,000 man"—meaning that his spirit infused into an army was equal to an additional 100,000 troops.

They criticized his tactics; they accused him of disregarding all the rules of successful warfare: yet he won and they lost. Because his enthusiasm carried his soldiers to impossible achievements.

We are told a great deal about the necessity for controlling our emotions, for being self-contained, for not letting our enthusiasm sweep us off our feet.

Much of this advice is very wise.

But don't forget that the Indians were very self-contained. They controlled their emotions so successfully that it was a point of pride among them never to exhibit pleasure or pain or love or enthusiasm.

And the Indians used to own this country—and don't own it any more.

It was taken away from them—

By men like Columbus, who believed so enthusiastically that the world was round, in an age when other people believed it flat, that he risked tumbling off into space in order to discover a new continent.

By men like Fulton, who believed that steam could be made to run a boat in spite of wind or tide.

By men like Marcus Whitman, who was so enthusiastic about the great unknown West that he rode alone across the continent to add the Western empire to our country.

By men like James J. Hill, whose enthusiasm could picture towns and farms where other men saw only useless prairies.

Teach your son self-control.

But don't forget to saturate his mind with the biographies of great men. Feed his imagination with the kind of stories that make him want to do brave deeds.

Take trips to show him the big men of his own time, such as the President of the United States; and the great sights of the world, such as Niagara Falls.

Encourage him to express his enthusiasm and delight. Let him believe that the world is full of wonderful things, and he himself full of wonderful possibilities.

He can learn self-repression in later years: but enthusiasm, once lost, is lost forever.

"Men are nothing," said Montaigne, "until they are excited."

And Montaigne was right.

Of two boys with equal ability, the one who can be excited about his work, day after day and year after year, is the boy that is going to win.

Bruce Barton, Editor.

You can't be enthusiastic about anything unless your liver is fit. Send 4 cents in stamps to 95 Madison Avenue, New York, and get Dr. Bowers' "Eating for Health and Efficiency"—one of the books issued as a part of our service to readers.

Unparalleled Suit Offer



Compare this suit with any \$25.00 suit you ever saw!

We will tailor you a suit to your own measure from your choice of the newest woollen cloth sent to you on approval. If you think its quality one particle less than you have been accustomed to get in \$25 or \$30 clothing, send the suit back at our expense.

\$14.50

Genuine All Wool Imported Serge

Write today for our Style Book and see samples of the latest fabrics from which you have to choose. To our Urquhart Plaids, Tartan Plaids, Shepherd Plaids, Fancies and Penell Stripes, 2-tone Stripes—your choice of two-tone, plain or fancy weaves, rough finish or smooth—all tailored to your own measure at astonishing prices. If you wish to keep it, pay for it as you pay your local tailor—a little more.

Guaranteed All Wool There is not a cotton thread in any of our fabrics. We guarantee it. Nothing but pure wool and pure silk goes into the fabrics used for Babson suits.

On Credit!

Don't decide to buy until you've seen the suit yourself and compare it with other high-grade clothing—then pay as you pay your local tailor—a little more each month—your credit is good.

Write Today for Style Book

It is handsomely printed in full colors and shows the newest New York Styles. With the book comes large, generous samples of the all-wool fabrics from which you have to choose. BABSON BROS., Dept. 2376, 19th Street, CHICAGO

\$3,000.00 IN ONE YEAR



Make it repairing automobile tires. Punctures and blow-outs are common. Tires need retreading and vulcanizing. EACH AUTO SOLD MEANS MORE TIRES TO MEN.

Auto tire repair field a hundred times bigger and better than old bicycle days. Johnson, Tex. writes: "I made as high as \$18 profit in one day. Investigate today. Ask for FREE catalog." HAYWOOD TIRE AND EQUIPMENT CO., 730 Capitol Ave., Indianapolis, Ind.

Free Lessons In ELECTRICITY!

Be An Electrician

Learn at home. I will give you 20 lessons FREE if you act quick. Send me your name and address today. No cost to you for these 20 lessons now or later. But you must act quick. Offer is limited to 23 days.

Earn \$2500 to \$4000 a Year

as an expert electrician. I will qualify you. Give you the benefit of my many years' practical experience. Get the 20 lessons free and see for yourself. Write today—a postal will do.

A. W. WICKS, E. E., President and Director
WICKS ELECTRICAL INSTITUTE
81 W. Randolph St. Dept. 183 Chicago, Ill.

Pay as You Wish

Wear a genuine Lachnite for 10 full days. Put it to every diamond test. If you can sell it from a diamond send it back to me for your expense. If you decide to buy pay only a few cents a month. Write for catalog.

Set In Solid Gold

Lachnite Gums keep their dazzling fire forever. Cut by diamond cutters. Stand diamond tests—fire—acid and cut glass. Write today for new jewelry book—free.

HAROLD LACHNITE CO.
Dept. 2376, 19th St., Chicago, Ill.

LEPAGE'S GLUE 10c

HAS HUNDREDS OF USES

STOP FORGETTING

Good memory is absolutely essential to success. For Memory is Power. Test your memory! I will send you Free my Copy-righted Memory and Concentration Test, also Free illustrated book "How to Remember names, faces, studies, development, Will, Self-Confidence, Ready Speech and Thought. Write today. Address: Dickson Memory School, 996 Belmont Bldg., Chicago.

PATENTS That Protect and Pay

Send Sketch or Model for Search. BOOKS and ADVICE FREE

Watson E. Coleman, Patent Lawyer, Washington, D. C.

PATENTABLE IDEAS WANTED. Manufacturers want Owen Patents. Send for 3 free books; inventions wanted, etc. I help you market your invention without charge.

RICHARD H. OWEN, 28 Owen Bldg., Washington, D. C.

PATENTS SECURED OR FEE RETURNED 1916 Edition 90-page patent book Free. Actual search Free. Send sketch. G. P. KIMMEL, 271 Barrister Bldg., Wash., D. C.